

### ABSTRACT

An information presentation system is provided having a display device that is installed as part of a shop window, a plurality of image photographing devices that can capture landscape images around the display device, including a target person, at different angles, and an advertising-information registration database that stores advertising information. An mirror image of a peripheral landscape around the display device is generated based on the images captured with the image photographing devices and an advertisement image is superimposed on the generated mirror image to display the superimposed advertisement image in the display device as part of the peripheral landscape based on the advertising information stored in the advertising-information registration database.